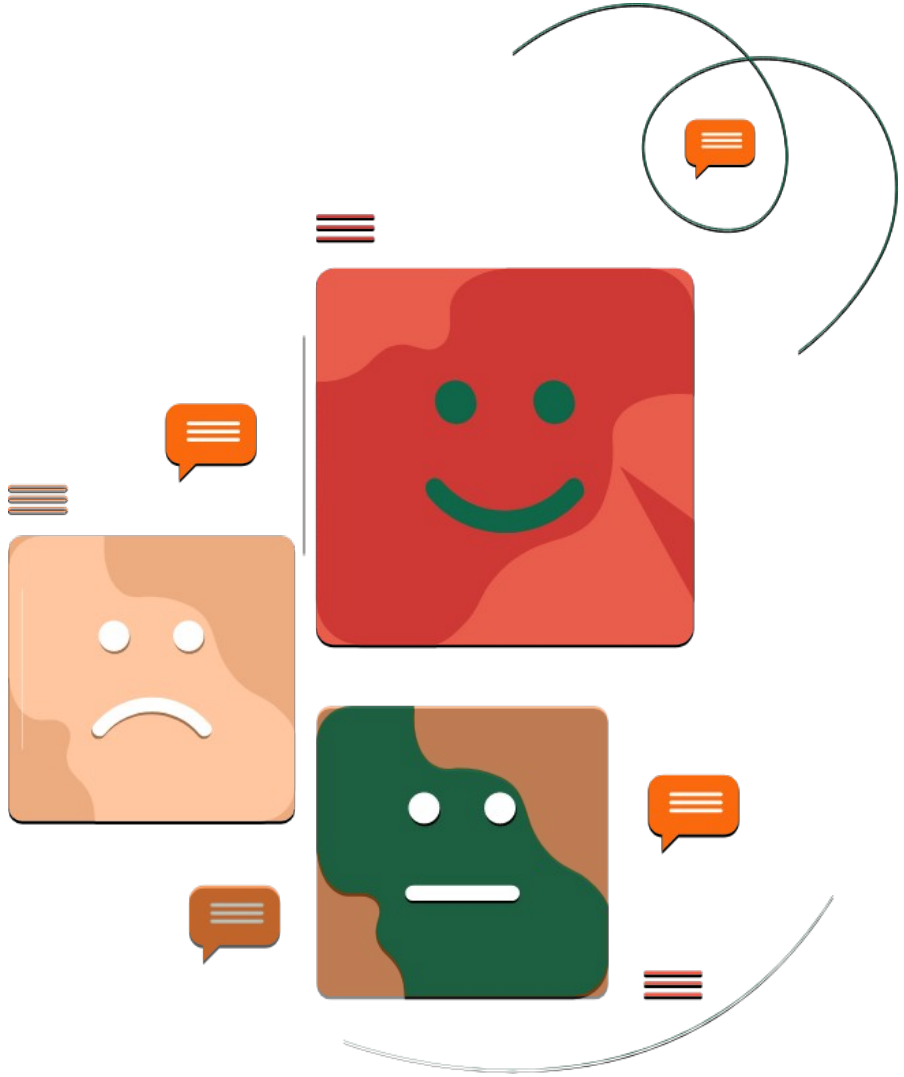
Introduction to Internet Research Bureau



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Internet Research Bureau

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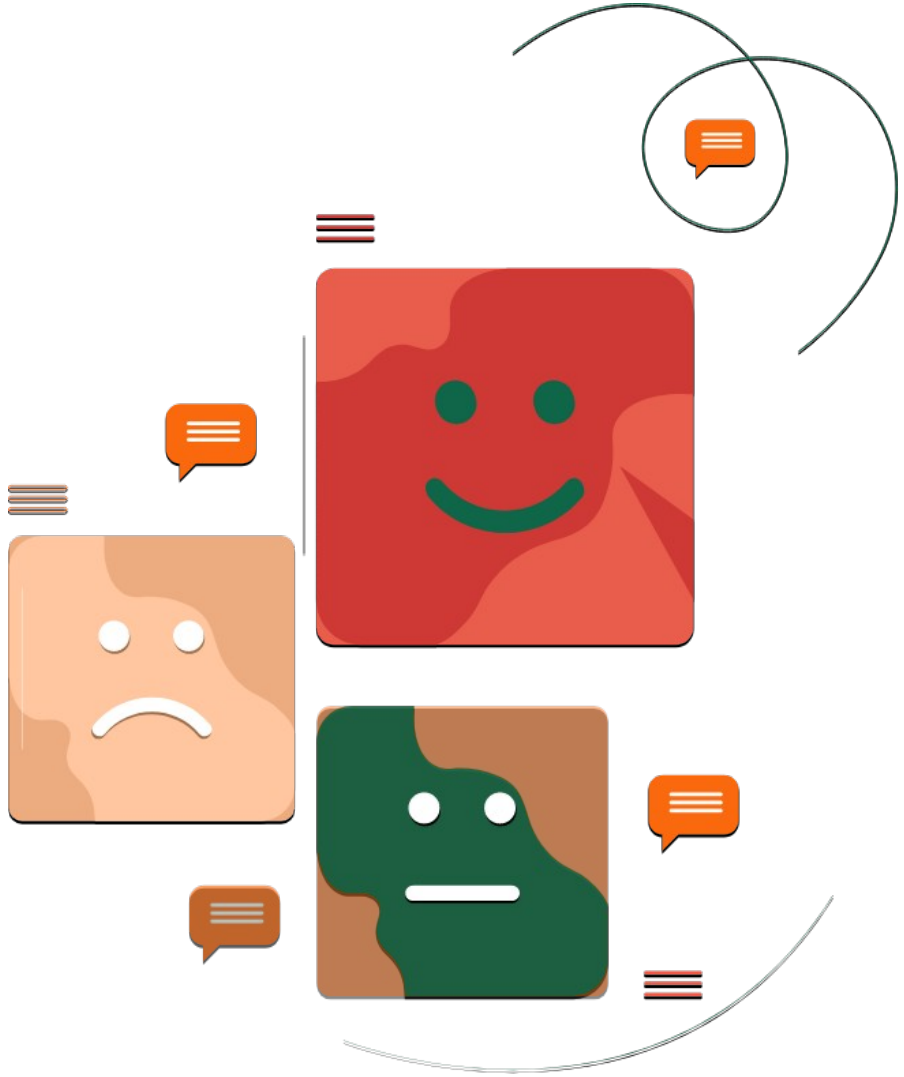
Who are we?



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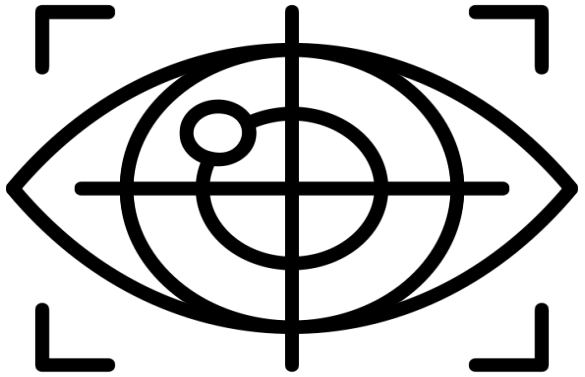
Vision



To ignite a research renaissance in India, where data-driven decision-making is the cornerstone of every business, regardless of size. We envision a future where innovation thrives, risk is mitigated, and growth is fueled by insights. We will be the driving force behind this transformation, providing accessible, high-quality research solutions that empower every Indian business to achieve its full potential.

Internet Research Bureau
Operational Pillars

Privacy Compliant: Adheres to GDPR, TCPA, ESOMAR, and ISO standards. **P**

Agile & Dependable: Efficient, time-sensitive, and consistent delivery. **A**

Custom Solutions: Curated and personalized solutions for specific problems. **C**

Trustable: We prioritizes quality over quantity in all aspects of research. **T**

PACT FOR IMPACT

Internet Research Bureau
Experts in Strategic Market Research

Client-Focused Solutions

We engage with consumers and professionals to gather actionable market insights.

We design tailored studies to address unique business needs and strategic goals.

Research Leadership:

Specialists in end – to – end research design and solutioning helping stakeholders with strategic insights for business gains.

Quality Assurance

Committed to professional excellence through adherence to IQCS standards and continuous quality control.

Global Presence

Offices in India, the Philippines, US, and UK, with 24/7 operations.

Industry Pioneers

We innovate consumer research methodologies, crafting impactful surveys and studies.

WE SPECIALIZE IN COMPREHENSIVE RESEARCH SOLUTIONS FOR THE INDIAN REGION.

13 YEARS IN MR BUSINESS

5500+ SUCCESSFUL PROJECTS

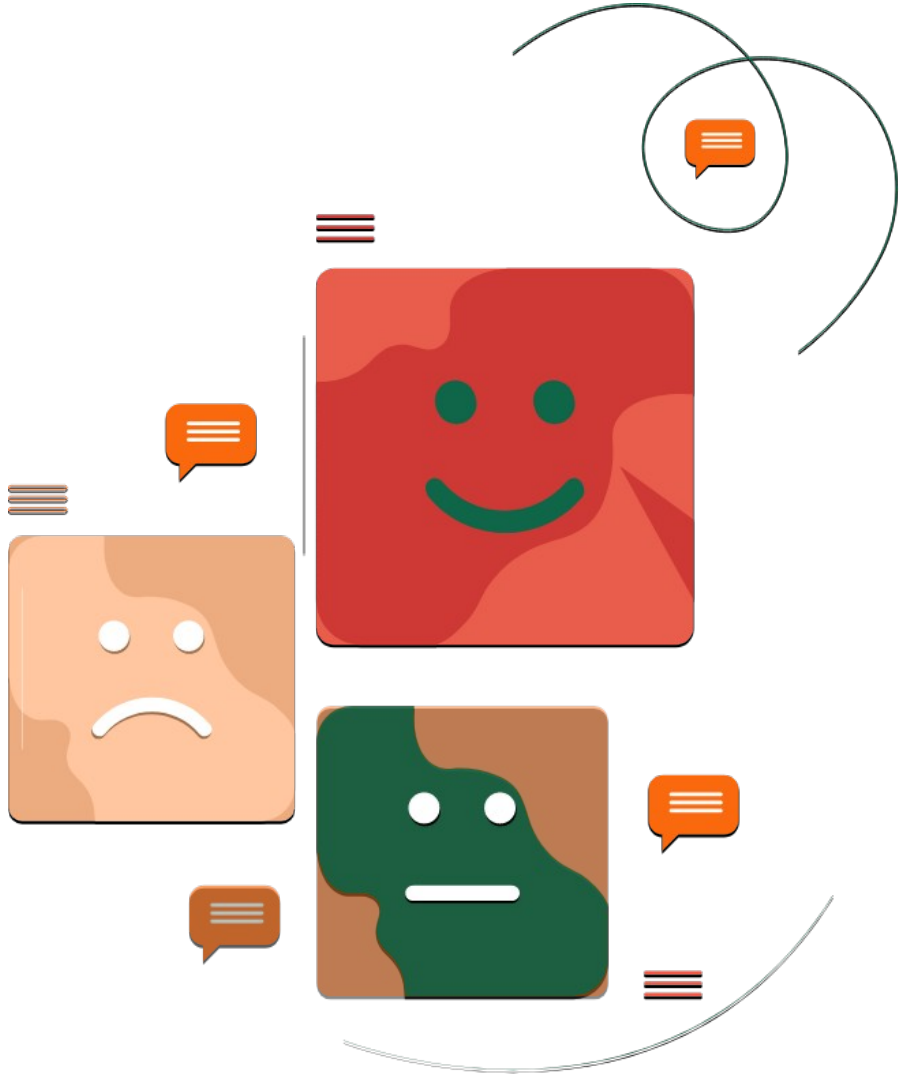
2 LAKH+ SURVEYS DELIVERED

10+ FORTUNE 500 CLINETS

75+ STARTUPS / AGENCIES PARTNERED

Internet Research Bureau
Industry Associations

Our services



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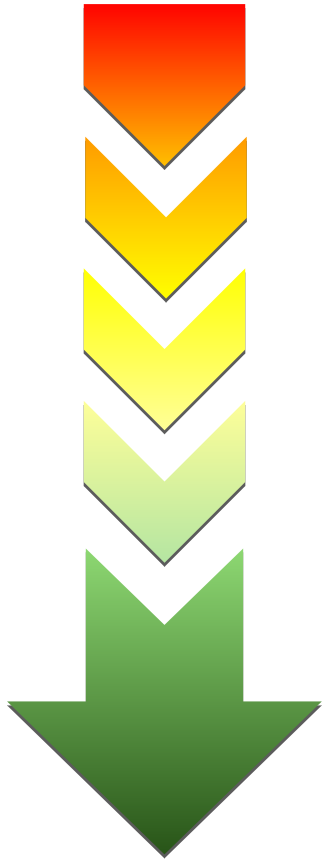
Internet Research Bureau
Our Service Funnel

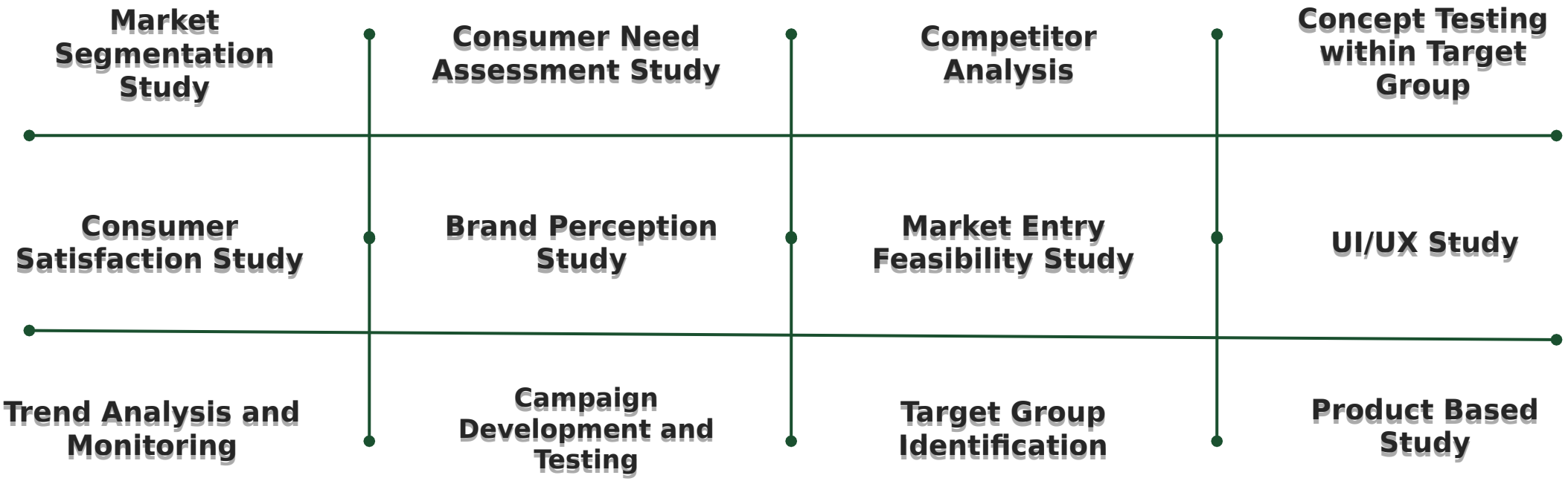
We are a research firm that partners with you throughout the entire research process. From defining your challenges to delivering actionable insights that fuel business growth, we are your strategic research ally.

PROCESSES	SERVICES
INVESTIGATING PROBLEM STATEMENT AND BUILDING RESEARCH BRIEFS	END-TO-END RESEARCH
BUILDING RESEARCH PLAN AND OPERATIONAL READINESS	QUESTIONNAIRE & DISCUSSION GUIDE PREPARATION
COLLECTING DATA VIA PRIMARY & SECONDARY METHODS	DATA COLLECTION (PRIMARY & SECONDARY)
DATA ANALYSIS AND INSIGHT GENERATION	DATA & CONTENT ANALYSIS AND INSIGHT BUILDING
REPORTING ACTIONABLE INSIGHTS FOR BUSINESS GROWTH	FINDINGS, RECOMMENDATION AND CONCLUSIONS



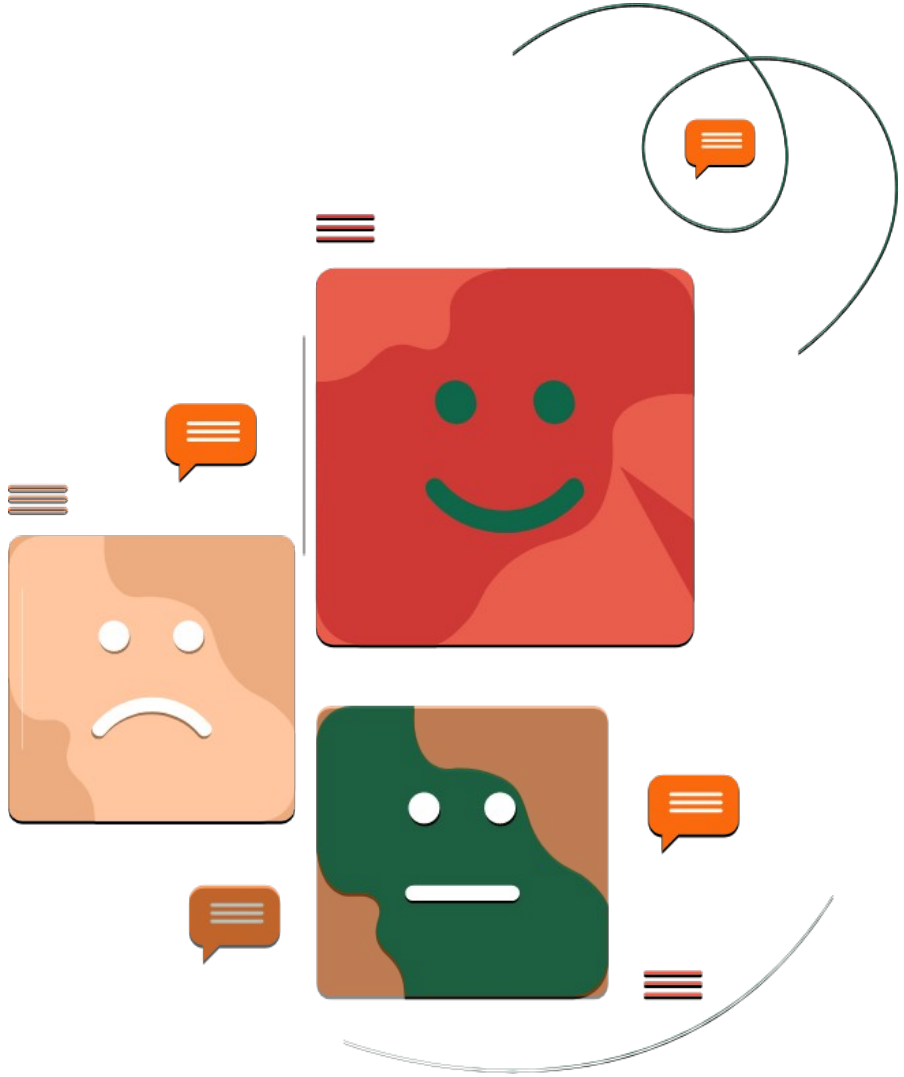
Internet Research Bureau
Different Research Offerings

As a leading market research firm, we excel in crafting bespoke studies that directly address your specific business goals. Our tailored research solutions provide actionable insights to drive your strategic decision-making.



All the solutions and offerings that we deliver are curated and customized for the stakeholder to ensure best ROI and insights thus enhancing their growth and business further.

Our work speaks for itself



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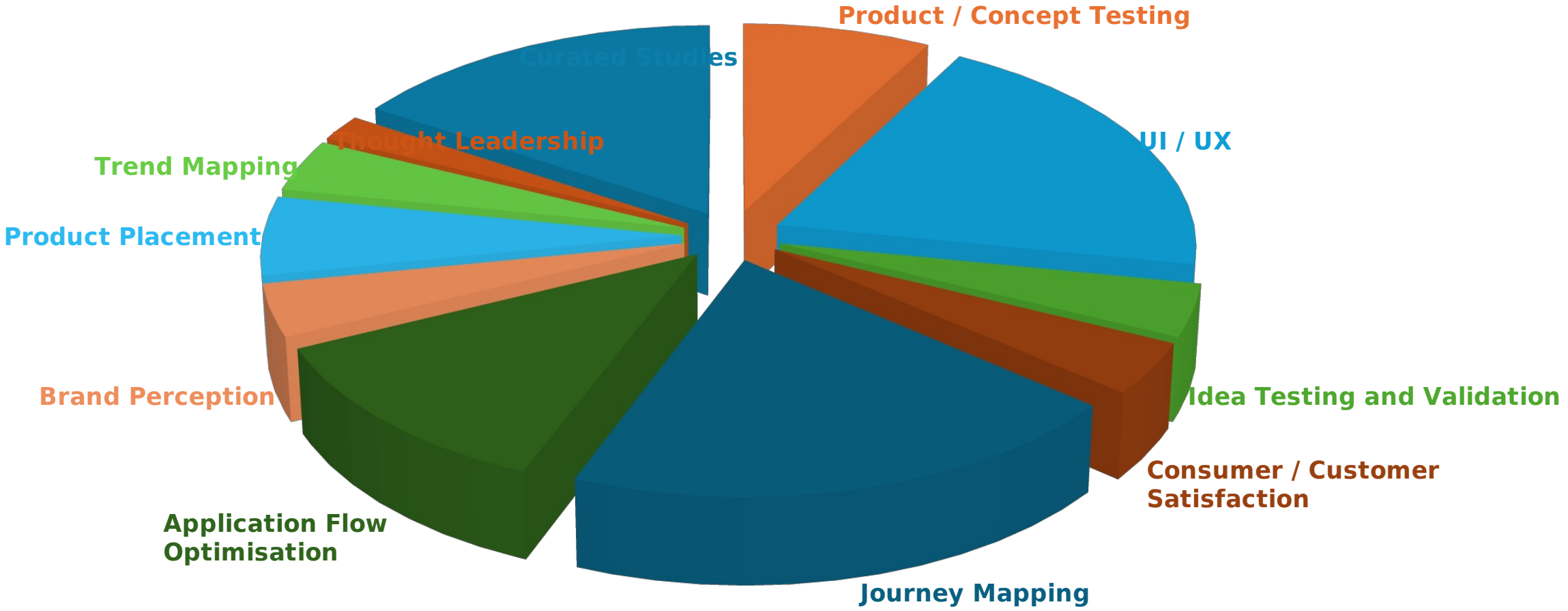
Internet Research Bureau
Portfolio of Projects Undertaken



Internet Research Bureau
Project Insight

CLIENT NAME – BAJAJ FINSERV

B2C STUDIES

650 – Strength of the dedicated panel created for Bajaj Finserv

20+ – Total Studies Completed

[UI / UX, Product Testing, Concept Testing and Validation, Journey Mapping, Experience Optimisation, Brand Perception, Customer Service Audit, etc]

Business growth and strategy driven by insights drawn from the various studies undertaken by IRB on Bajaj Finserv's behalf..

In the span of over 13 months, IRB has done 20+ projects for Bajaj Finserv where consumer related insights have aided in strategic implementations and product placements helping improve the position of Bajaj Finserv as a key NBFC player in the Indian ecosystem.

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BAJAJ FINSERV

Internet Research Bureau
Project Insight

CLIENT NAME – NAVI TECHNOLOGIES

B2C STUDIES

250+ – Quality participants recruited for NAVI

3 – Total Studies

[Concept Testing, Consumer Satisfaction Study, Journey Mapping, etc]

Product optimization, concept validation and consumer focused strategic insights arrived at through the studies.

In the past 6 months since onboarding NAVI Technologies, IRB has completed 2 projects for them and currently working on the third project. The collaboration has helped NAVI in testing their concept, understanding the target audience and also implement strategic steps to better their position in the market.

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navi

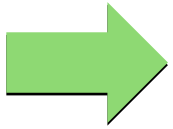
Internet Research Bureau
Project Insight

CLIENT NAME – RAZORPAY

B2B + B2C STUDIES

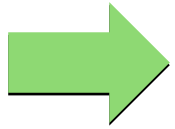
700+ – Total sample for surveys run

125+ – Recruitments for qualitative studies



6 – Total Studies Completed

[B2B Concept Testing, B2B Product Testing, B2B Trend Assessment, B2B Product Expectation Study, B2C Experience and Usability Study, etc]



Studies provided crucial insights into the minds of the potential customers, driving optimization in product placement and GTM strategies

Since November 2023, IRB has successfully competed 6 projects for Razorpay, aiding in product development, placement and GTM optimizations on the way. Since these studies catered to the B2B segment, IRB's specialized B2B panel was a key game-changer in the process.

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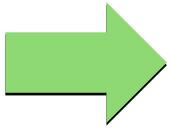
Razorpay

Internet Research Bureau
Project Insight

CLIENT NAME – ADITYA BIRLA CAPITAL

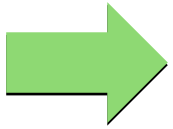
B2C STUDIES

200+ – Quality responses for concept survey Multiple qualitative respondents recruited



1 – Total Studies Completed

[Concept Testing, Brand Perception, Competitor Analysis, NPS, etc.]



Testing a new product concept, planned to be launched in the future against competitors garnering strategic insights for a successful GTM strategy

IRB had been thought consultants for Aditya Birla Capital Digital for over 6 months now. With the recent completion of a study which was a combination of concept testing, brand perception and competitor analysis, we have stepped up by providing ABCD with strategic insights required for their GTM strategy.

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ADITYA BIRLA CAPITAL

Internet Research Bureau
Project Insight

CLIENT NAME – TITAN

B2C STUDIES

Recruitment for offline qualitative interviews within the respondents' comfort zone

Product assessment, brand perception and product placement study to understand the consumer and their needs

Study aims to provide strategic insights aiding in the strategic decision of expanding the business

This study caters to the fashion and accessary vertical of the TITAN Company focusing on brand perception, product performance, perception and placement providing key insights into the consumers mind and behaviour and thus unlocking strategic aspects of business expansion.

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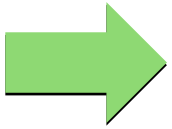
TITAN COMPANY

Internet Research Bureau
Project Insight

CLIENT NAME – JIO CINEMA

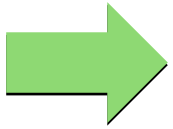
B2C STUDIES

37500+ – Responses through various surveys



4 – Total Studies Completed

[Brand Perception, Trend Analysis, Consumer Behaviour Analysis, Campaign Tracker, Program Tracker]



The studies provided JioCinema with the consumer level input on the popularity of the platform and the content streamed on it thus enabling them to device strategic steps.

IRB has been working with JioCinema providing them strategic inputs on content performance and consumer perception along with possible launch strategies and insights therein.

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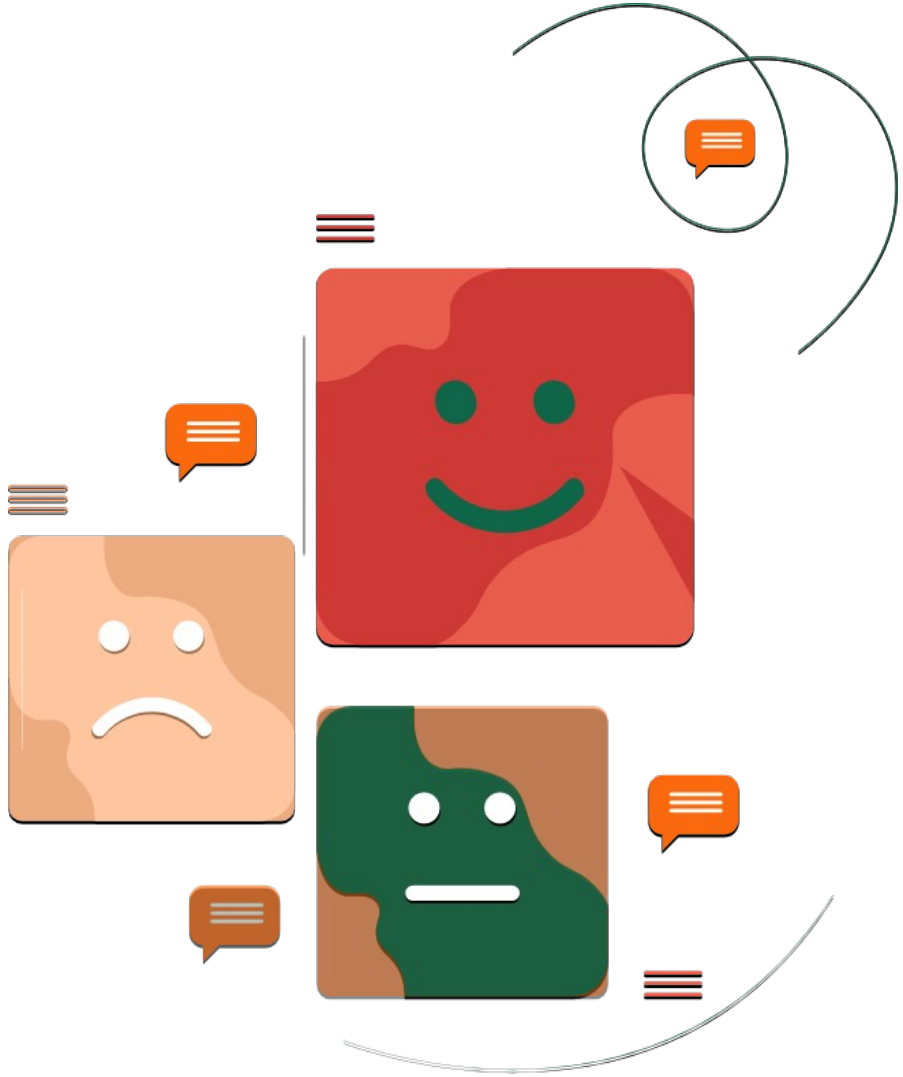
JioCinema

Meet some of our clients



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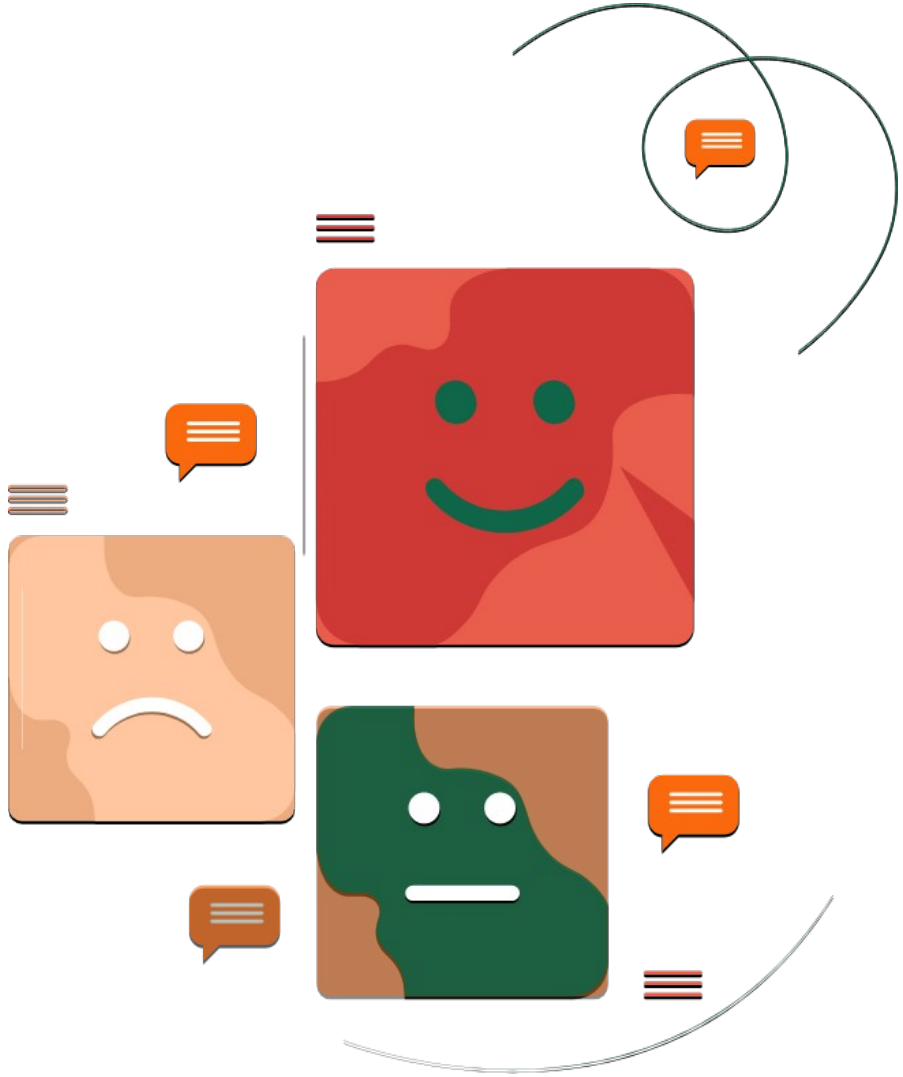
Our Clients

Meet the team



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Internet Research Bureau
Our Founding Team

Shakti Kumar – Founder & CEO

A true leader/entrepreneur with an overall experience of 21 years in MR industry. Experience across IT, BFSI, Healthcare, Retail, Life Sciences, Energy, Manufacturing, CPG and Financial Services, he has worked with clients to provide strategic guidance and assisted with developing research methodologies to solve their unique problems.

Ashutosh Singh – President

Great mentor with extensive knowledge towards different methodologies. Is taking care of the entire Sales and Production team. He has led over 1000+ engagements for IRB, resulting in an incremental revenue of over $100+ million for our clients.

Anurag Sinha – Director, Client Services

A proven track record with an overall experience of 16 years in the MR industry, Anurag is handling the entire bidding process along with client services. He has been a strong pillar in the foundation of IRB since it’s inception and has always given his best for the growth of the organization.

Internet Research Bureau

Our Key Members

MUKTA PRAKASH

Sales Director, APAC

UNNAYAN GHOSH

Associate Director, Sales

AHMAR KAMAL

Client & Service Delivery Leader

UPASNA BUTTAN

CATI Manager

ANKUSH GUPTA

Sr Manager, IT Operations

NAVENDU MISHRA

AM - Research & Business Strategies

VIJAY BHATIA

Senior Project Manager

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